

Newark Symphony Hall

Re-imagined

A Conference on the
Preservation of
Newark Symphony Hall
and its Historical Legacy

SATURDAY MAY 16, 2009 8:30AM-5:00PM

Newark Symphony Hall

1030 Broad Street • Newark, New Jersey

PRESENTERS:

Lawrence P. Goldman

President & CEO
New Jersey Performing Arts Center

"Concert Halls:
Bigger Than The Music"

Clement Alexander Price

Professor of History
Rutgers University, Newark

"Newark Symphony Hall
in Newark's Social History"

Guy Sterling

Feature Writer (Retired)
The Star Ledger

"An Artistic Perspective"

Plus: Multi-Media Presentations • Discussion Groups • Reception



Sponsored by the Friends of Newark Symphony Hall and Coordinated by the Preservation Committee

For Additional Information: www.newarksymphonyhall.org or 973-643-8014 or 973-643-5523

To register for the conference please complete a registration form by visiting the Newark Symphony Hall – Box Office at 1030 Broad Street.

**Newark Performing Arts Corporation
and
The City of Newark**

**Newark Symphony Hall *Re-Imagined*
Preservation Conference
Saturday - May 16, 2009
8:00am – 5:00pm**

AGENDA

| | | |
|---|--------------------------|--------------|
| I. Registration and Refreshments | 8:00am – 9:00am | Lobby |
| II. Multi-Media Presentation | | Lobby |
| Prelude: Garden State Theatre Organ Society: Ralph Ringstad, Jr., Organist | | SVCH |
| III. Welcome J. Barry Washington, Chairperson, Newark Performing Arts Corporation Mary Puryear, Program Officer, Prudential Foundation | 9:00am – 9:10am | SVCH |
| Performance – Cicely Tyson School Jazz Band, East Orange | 9:10am – 9:15am | SVCH |
| IV. Presentors | | |
| a. Lawrence P. Goldman President & CEO, New Jersey Performing Arts Center (NJPAC) “Concert Halls: Bigger Than the Music” | 9:15am – 9:45am | SVCH |
| b. Guy Sterling Feature Writer (Retired), The Star Ledger “An Artistic Perspective” | 9:45am – 10:15am | SVCH |
| c. Clement Alexander Price Professor of History, Rutgers University, Newark “Newark Symphony Hall in Newark’s Social History” | 10:15am – 10:45am | SVCH |
| Welcome Hon. Cory A. Booker, Mayor, City of Newark | 10:45am – 11:00am | SVCH |
| V. Break | 11:00am – 11:20am | Lobby |

| | | |
|---|--------------------------|--|
| VI. Newark Symphony Hall Re-Imagined | 11:20am – 12:00pm | Newark Stage |
| <ul style="list-style-type: none"> a. David V. Abramson Chair, Newark Landmarks & Historic Preservation Commission b. Joe Levine Principal, Bone Levine Architects c. Rick Statz Principal, Conrad Schmitt Studios, Inc. | | |
| VII. Lunch Catered by: Panera Bread Performance - Newark Boys Chorus School - Apprentice Chorus Presentation - School of the Garden State Ballet | 12:00pm – 1:00pm | Terrace Ballroom |
| VIII. Tours (Virtual) <ul style="list-style-type: none"> a. Newark Symphony Hall Bill Lombardi, Engineer b. Lincoln Park Coast Cultural District Baye Adofo-Wilson, Executive Director | 1:00pm – 1:30pm | Terrace Ballroom |
| IX. Facilitated Discussion Groups <ul style="list-style-type: none"> a. Identifying Newark Symphony Hall's Audience Rob Provost, Director of Marketing, The Star Ledger b. Defining a Programming Niche for Newark Symphony Hall Leon Denmark, Producer c. Renovation Plans George E. Jones, Principal, Johnson Jones Architects-Planners, Inc. d. Preserving Newark Symphony Hall Joe Levine, Principal, Bone Levine Architects | 1:30pm – 2:45pm | The Studio SVCH Terrace Ballroom Newark Stage |
| X. Discussion Group Reports Celeste Bateman, President, Celeste Bateman Associates Linwood Oglesby, Director, Newark Arts Council Wilson Woodridge, AIA Rebecca Doggett | 2:45pm – 3:15pm | SVCH |
| XI. Closing Remarks – Hon. Mildred C. Crump, President, Newark Municipal Council | 3:15pm – 3:30pm | SVCH |
| XII. Reception – Catered by: NJPAC Theater Square Grill Performance – University High School - Phoenix Jazz Ensemble, Newark | 3:30pm – 5:00pm | Lobby |

Photographers:
Howard Fulcher

Herman Velez and Students from the Samuel L. Berliner
School of Personal Growth & Academic Development, Newark

Coordinated by: The Preservation Committee

Sponsored by:
The City of Newark, Prudential Foundation, PSE&G, The Star Ledger and RHB Group
and
The Friends of Newark Symphony Hall

Sponsor

Hon. Robert L. Bowser

Organization

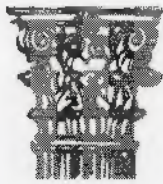
Hon. Thomas P. Giblin
Benjamin F. Jones
PSE&G

Family

Dr. Marion A. Bolden
Lathea & Morris Morlino
Doris Moses
Dr. Clement Alexander Price
Ross S. Richards
Hon. Cleopatra G. Tucker

Individual

Baye Adofo-Wilson
Carlotta Blakely
Cephas Bowles
Goldie T. Burbage
Louise Castronova
Rodney L. Dickens
Bettye Dickerson
Veronica T. Gilbert
Geraldine Harvey
Byerte W. Johnson
Dorthaan Kirk
Paul Kopf
Luisa Lopez
Stacie J. Newton
Lloyd Oxford
Ed O'Hara
Hon. Sheila Y. Oliver
Robert C. Provost
Adilah Quddus
Rose M. Spears
Bernadette Scott
Hon. John Sowell
Lincoln Turner



Newark Symphony Hall

Newark Symphony Hall: *Re-Imagined* Preservation Conference held on May 16, 2009 attended by 278 Newark Leaders and community stakeholders

Newark Symphony Hall, the legendary historic concert hall and social gathering place, enjoys a long and rich history as one of New Jersey's oldest and largest showcases for arts, education and entertainment programming. This multi-facility edifice was built by the Ancient Arabic Order of the Nobles of the Mystic Shrine in 1925 and was alternately known as "Salaam Temple" and "The Mosque".

The Newark Performing Arts Corporation hosted a preservation conference on Saturday, May 16, 2009 to explore plans for the revitalization of Newark Symphony Hall. The Conference was attended by 278 Newark leaders and community stakeholders who came to gather additional insight and offer their views regarding the preservation and renovation of Newark Symphony Hall. Their presence at the conference signaled the respect for NSH's historical legacy and the deep and diverse support that exists for the renovation and preservation of this historic concert hall and cultural complex.

At the conference information was shared about Newark Symphony Hall's historic importance highlighting its significance as a vital arts and social venue and promoting its plans to galvanize broad support for renovation and preservation of the physical structure and interior.

Mr. Lawrence P. Goldman, President and CEO of NJPAC, delivered a presentation titled "Concert Halls: Bigger Than The Music". Dr. Clement Alexander Price, Professor of History at Rutgers/Newark, gave a presentation titled "Newark Symphony Hall in Newark's Social History". Mr. Guy Sterling, Feature Writer (Retired) for the Star Ledger, provided "An Artistic Perspective".

The goal is to establish Newark Symphony Hall as a state-of-the-art community cultural center that hosts and presents the live performing arts and related educational and social programming for the culturally diverse population of the greater Newark area. A resurgent Newark Symphony Hall can also serve as a catalyst to help stimulate the economic growth and redevelopment of south Broad Street and the Lincoln Park Cultural District.

Many distinguished professionals lent their expertise to the conference program and helped attendees to contextualize and understand why it is important for the broader community to exert its civic effort to revitalize this historic building and to devote greater resources to the Lincoln Park Cultural District.

They included: David V. Abramson, Chair, Newark Landmarks & Historic Preservation Commission; Joe Levine, Principal, Bone Levine Architects, NYC; Rick Statz and Gunar Gruenke of the Conrad Schmitt Studios, New Berlin, WI; Robert C. Provost, Director of Marketing, The Star Ledger; Leon Denmark, Producer and former Vice President for Programming at NJPAC; George Jones, AIA, Principal, Johnson Jones Architects Planners, Princeton, NJ; Celeste Bateman, President, Nia Network; Linwood Oglesby, Executive Director, Newark Arts Council; Wilson Woodridge, AIA; Rebecca Doggett, Senior Fellow, NJ Institute for Social Justice; Al Bundy, President, Bundy Productions; Rodney Dickens, Vice President, PSE&G; Elvin Esteves, Esq., Counsel, Business and Commercial Litigation, Gibbons P.C.; and Maria Vizcarrondo, Director, Newark Department of Child and Family Well-Being.

The preservation conference would not have been possible without the many volunteer hours provided by the Preservation Committee who were the planners and coordinators of the conference in cooperation with the staff and board members of the Newark Performing Arts Corporation, and the staff of the City of Newark - Office of Communications.

Other supporters included: the Lincoln Park Coast Cultural District, School of the Garden State Ballet, Newark Boys Chorus School, Samuel L. Berliner School, University High School, Cicely Tyson High School for the Fine and Performing Arts, NJPAC Theater Square Grill, and Panera Bread.

The Newark Symphony Hall: *Re-Imagined* preservation conference was sponsored by the City of Newark, Hon. Cory A. Booker, Mayor; Hon. Mildred C. Crump, Council President; and the members of the Municipal Council; the Prudential Foundation; PSE&G Foundation; The Star Ledger; RHB Group; Hon. Robert L. Bowser; and the Friends of Newark Symphony Hall.

-end-

Philip S. Thomas
973-643-8467

pthomas@newarksymphonyhall.org

For more information on Newark Symphony Hall, please visit
www.newarksymphonyhall.org.

Publication: Newark Star Ledger; Date: May 29, 2009; Section: New Jersey; Page Number: 13

Past and future come together at Symphony Hall

Earlier this month, there was a gathering at Newark's historic Symphony Hall that included artistic types, philanthropists, historians, planners and residents, to start talking about the restoration of the old hall.

The estimated cost: \$40 million. Could Newark use that money for other things? Yes, but what would be the benefit of adding another large empty building to Broad Street? To tear it down to make another parking lot for Prudential Arena?

Go to the Symphony Hall website (www.newarksymphonyhall.org) and click on "Memories Project" to read accounts of the events that took place at the hall and what the place has meant to generations.

The city owns Symphony Hall and recently provided \$1.5 million to stop the roof from leaking torrents, replace doors that let in the weather and vandals, and bring exit signs and other necessities up to code. There is still much to be done to a space that has been neglected for years, with strong hints that the \$40 million figure is on the low side. Newark's mayor Cory Booker, has proven ability as a money raiser for political purposes. He should put the talent to

use for this cause.

Any plan to bring back Symphony Hall should be part of a comprehensive plan to revitalize the south end of downtown. Residences, restaurants and shops are needed to bring life to the streets and generate some taxes and revenue for the city. We need some urban synergy.

The elements to help do that successfully exist in nearby Lincoln Park. Lincoln Park has been designated as the city's "arts district," which is legitimate if you count Symphony Hall and its neighbor the Newark Boys Chorus and School, on Broad Street, the Newark School for the Arts on the south side of Lincoln Park and the City Without Walls Gallery on Crawford Street, behind the other side of Lincoln Park — let's link 'em all up for the kind of experience that can draw visitors.

New condos are going up in the area, but Lincoln Park is known for its old Victorian-era homes of stone and brick. There are still some wrecks and vacant lots. Many of the buildings were rescued decades ago by two drug programs, Integrity House and CURA, to provide treatment programs and halfway houses. Without those programs, Lin-



Joan Whitlow

coln Park would be a true ruin.

Clement Price, professor of history and director of the Rutgers Institute on Ethnicity, Culture, and his wife Mary Sue Sweeney-Price, executive director of the Newark Museum, were early residential pioneers. Price said friends told him he was out of his mind for moving into a stately old stone home at a time when Lincoln Park was still more derelict than delight. Since then, the Deyden House next door, named for a Prudential founder who once owned it, has been restored, with marble columns, graceful staircases and all the fixings that remind us that Newark was once home to people who were as rich as rich people got.

The Clifton apartment building is another Lincoln Park restoration. In 1995 a judge sentenced the negligent owner of the place to something worse than jail: living in the crumbling building. Now the place is drawing a racially diverse mix of tenants. One of them,

James Godley, drives the City Subway for NJ Transit. He said he used to live on 20th Street in Newark, which he called "Lebanon" because of the shootings. He is happy as a clam on quieter Lincoln Park, except for the constant scramble to find parking on the street.

I asked him about something I had heard — the murkier things that for the greater good, and some folks' profit, the drug programs should move out and make room for residential housing and offices. You know, gentrification.

Godley said he had no problem with the drug programs, whose residents sweep the sidewalks and clean the park. They are all indoors by nightfall, he said, adding he would rather have drug programs than the drug dealers in his old neighborhood.

Lincoln Park is also home to the Brick City Urban Farms, at Washington and Spruce, which has devoted a good portion of a city block to farming in containers and selling what is grown. Al DeVecchio explained how everything is grown in containers that come from Pennsylvania with special watering systems and coverings to keep out the weeds. DeVecchio is an ex-addict from Integrity House. He volunteered at the

farm as part of his therapy and now works there. He is living proof of the need for the drug programs and their benefit.

I also met John A. Taylor, founder and CEO of the farm, and the mayor's half-brother. I asked Taylor about those boxes from Pennsylvania. Why can't we make something like that here in Newark? Imagined people working away in one of those empty buildings near Symphony Hall, assembling the packages and shipping them around the world through Port Newark. Taylor said there already have been discussions about doing just that between the farm people and the boxpeople. Great.

History must be respected. The future must be served. Newark has not always done a good job of either when it made decisions about restoring or destroying the old and building the new. Figuring out how to accomplish both goals is the key to restoring this city, whether the project is Symphony Hall, or Lincoln Park, or Bergen Street or South Orange Avenue.

Synergy.

Joan Whitlow is a Star-Ledger columnist. Interested in joining the conversation? Visit njvoices.com.